

# Retail Express recognised for leading the shift to AI-supported merchandising infrastructure

Editor's Choice Award – RTIH AI in Retail Awards 2026



Retail Express has been awarded the **Editor's Choice Award at the RTIH AI in Retail Awards 2026**, recognising leadership in applying artificial intelligence to real-world retail pricing and promotional execution. This award validates measurable commercial impact delivered in live retail environments.

## WHY RETAIL EXPRESS WAS RECOGNISED

The Editor's Choice Award is selected by the judging panel to honour a solution that stands out for its:

- Innovation in AI application
- Measurable business impact
- Practical use in live retail environments
- Contribution to the future direction of retail technology

Retail Express was recognised for its ability to move beyond theoretical AI and deliver operational, decision-ready intelligence for retailers. The platform applies advanced analytics and AI to help retailers:

- Optimise pricing and promotions with greater confidence
- Improve margin performance without sacrificing competitiveness
- Align merchandising, marketing and supplier strategies
- Reduce reliance on manual spreadsheets and fragmented systems

Judges highlighted the platform's ability to connect commercial planning with execution, enabling retailers to act on insights rather than simply observe them.

## WHY THIS MATTERS FOR RETAILERS

Retailers today operate in an environment defined by:

- Volatile costs and pricing pressure
- Increasing promotional complexity
- Fragmented data across teams and systems
- Heightened expectations for margin accountability

Retail Express addresses these challenges by turning data into clear, actionable decisions. Instead of working in silos, teams can plan and optimise pricing, promotions and supplier activity using a shared, AI-driven view of performance and opportunity.

This recognition confirms that AI is no longer just an emerging concept in retail; it is becoming a core commercial capability. Retailers who adopt intelligent decision platforms can:

- Improve forecasting accuracy and visibility prior to commitments being made
- Strengthen supplier negotiations
- Maximise return on promotional investment
- Create more consistent and measurable commercial strategies
- Make faster, more confident decisions in a competitive landscape

## INDUSTRY CONTEXT: THE SHIFT TOWARD INTELLIGENT RETAIL

The industry is undergoing a structural shift away from manual, reactive decision-making and toward predictive, automated and insight-led retail operations. As competition intensifies and margins tighten, retailers can no longer rely on historical reports alone.

AI-enabled merchandising platforms are empowering retailers to:

- Model financial outcomes before committing to pricing or promotions
- Simulate multiple scenarios in real time
- Execute more sophisticated strategies and higher activity volumes without increasing cost or complexity

This transition is not simply technological; it is strategic. Retailers that embrace intelligent planning gain greater control over their margins, investments, and performance. Those who delay risk falling behind in speed, accuracy and commercial agility.